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As you talk to investors, customers, prospective employees and other stakeholders, you'll find that the team behind the company is almost as important, if not more important, than what you're offering. View this intro video to find out why, and then listen to guest speakers elaborate. You'll hear researchers, entrepreneurs and venture capitalists offer tips on who to include on your team and suggest best practices for building a strong team.



Transcript

- Hi my name is Theresa Lina Stevens I'm with the Stanford Technology Ventures program and Lina Group Inc.. Pretty much the most critical success factor for any entrepreneurial endeavor is not the idea, it's the team.. The right team can morph even a weak idea into a success.. But when the team is weak, even a great idea can become a miserable failure.. This is because there are so many variables so many unknowns and so many twists and turns on the entrepreneurial journey that it usually boils down to how well the team can work together, adapt to change, and overcome challenges.. Our guest speakers for this Jolt are researchers, entrepreneurs, and Venture capitalists who will reinforce this important point.. They'll talk to you about who you should put on your team and they'll offer some best practices for working together effectively.. Remember it's all about the team...